**Challenge & Reflection - Persuasion**

* **Describe a piece of media** (advertisement, sit-com…) that actually changed how you live or think and explain **how it changed** your behaviours or attitude. Include a link to the video or image of the print material if possible. It could be something minor (got your haircut just like a celebrity’s hair) or something more significant (started wearing sunscreen).
* Use social science theories to **analyze what the media did** that made it so persuasive to you.

**Description**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 4 3.5 | 3 | 2.5 | 2 | 1 0 |
| Clear description of a persuasive piece of media and its effect. | Pretty clear description of a persuasive piece of media and its effect. | Description is a bit unclear. | Description was a bit muddled or confused. | Basic ideas are not entirely understood. |

**Theoretical Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 6 5 | 4.5 | 4 | 3 | 2 1 0 |
| Clear and insightful theoretical analysis showed a thorough understanding of how theories can be used to persuade.. | Theoretical analysis is clear. Some insightful ideas helped explain the persuasion. | Theoretical analysis is unclear in places. | Theoretical analysis is only grasped superficially. | Analyzing using social science theories is weak. |